
North American COVID-19 Barometer

APRIL 6, 2020 WAVE III

*MMGY Travel Intelligence and
Destinations International
COVID-19 Update*

MMGY Travel Intelligence and Destinations International Foundation have partnered on an ongoing survey to monitor the impact of the coronavirus on destination organizations.

The online survey, designed and analyzed by MMGY Travel Intelligence, is conducted biweekly among the Destinations International members.



/ Key Findings

This is the third of a multiwave study on the impact of the coronavirus outbreak on North American destination organizations. It was in the field from March 30–April 6, 2020.

1. While almost 30% of organizations surveyed are still receiving more than 20 COVID-19-related inquiries daily, Wave III represents the first time we've observed a decline in the percentage of organizations receiving this level of inquiries – an indication that awareness is more consistent and visitors are likely starting to assume destination businesses are closed in the near-term.
2. 95% of organizations have now either reduced or postponed planned marketing expenditures related to COVID-19 (up from 84% two weeks ago). And, more than 8 out of 10 have shifted sales and marketing strategies or revised or altered their marketing message.



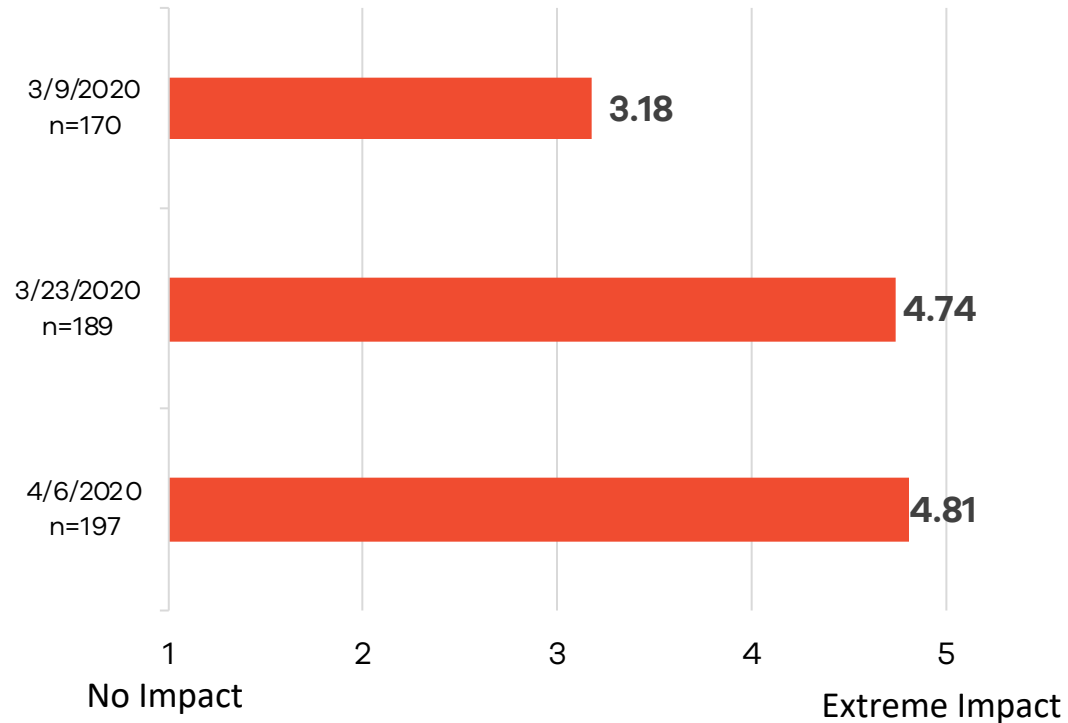
/ Key Findings

3. Destination organizations have remained connected with prospective travelers during this pandemic principally through social media and informational emails. Paid promotional advertising has experienced the sharpest drop, with only 10% of responding organizations indicating that they continue to invest similarly in this marketing channel today. 50 percent of organizations expect to return to paid promotional advertising within the next 60 days.
4. The data highlighting expectations for future marketing efforts reveal that industry sponsorships and brand activations may be impacted the most, at least in the next two months, as just over 20% of responding organizations anticipate investing in this area in the next 60 days as compared to more than 80% who were investing in these channels pre-coronavirus.

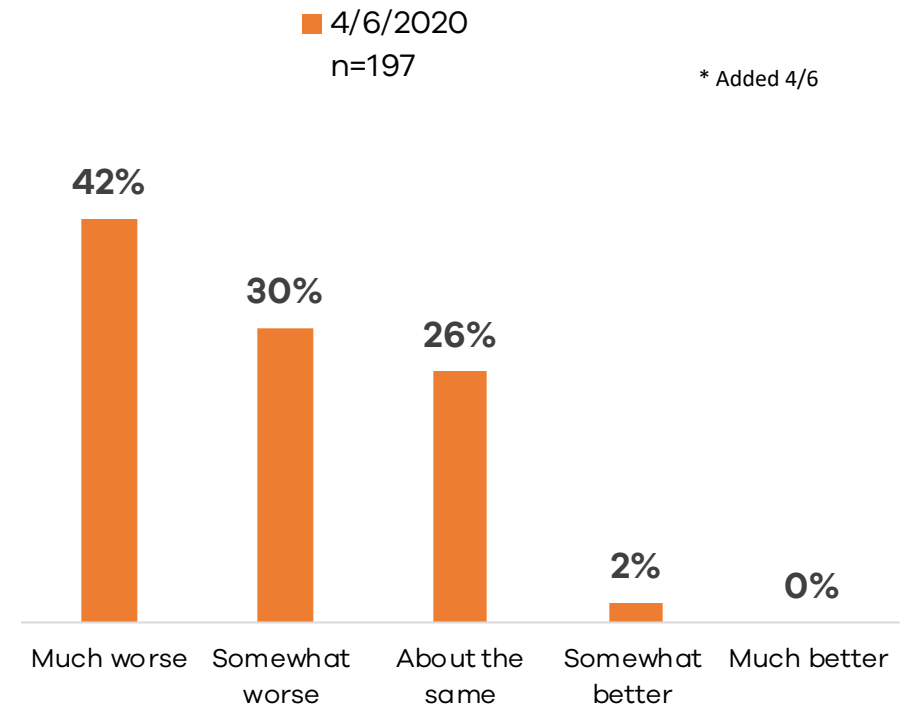
Impact of COVID-19 on Destination Management and Marketing Organizations

Expected Impact of Coronavirus on Tourism Economy

Mean Impact Rating

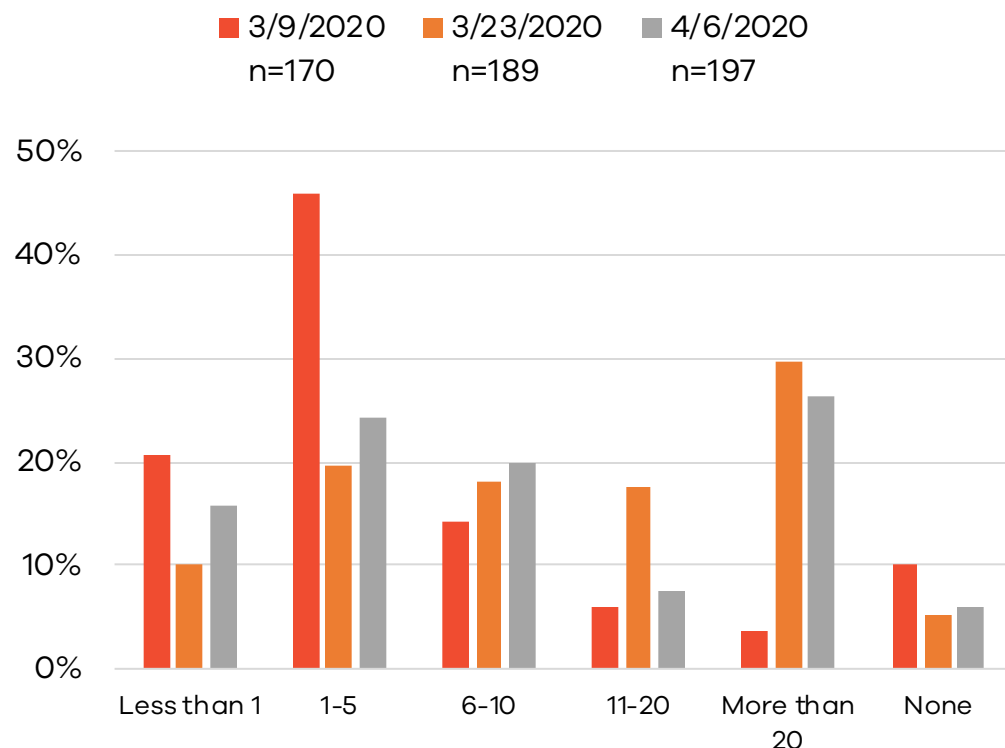


Expected Impact in Next 30 Days*

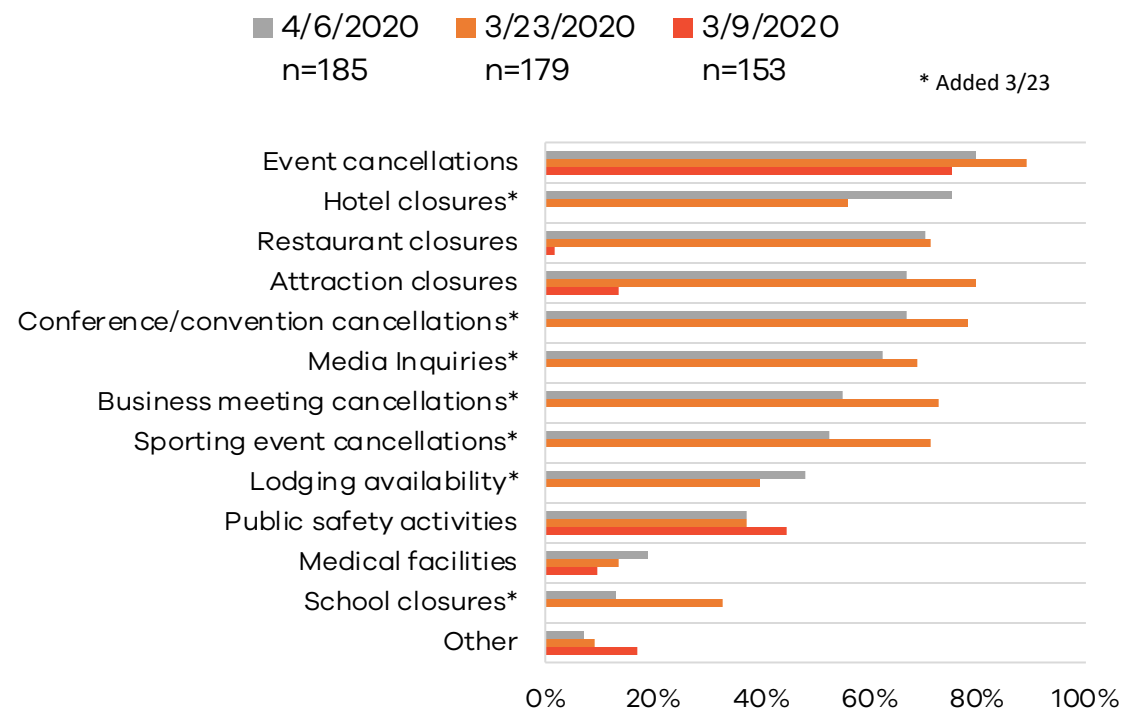


Coronavirus-Related Inquiries

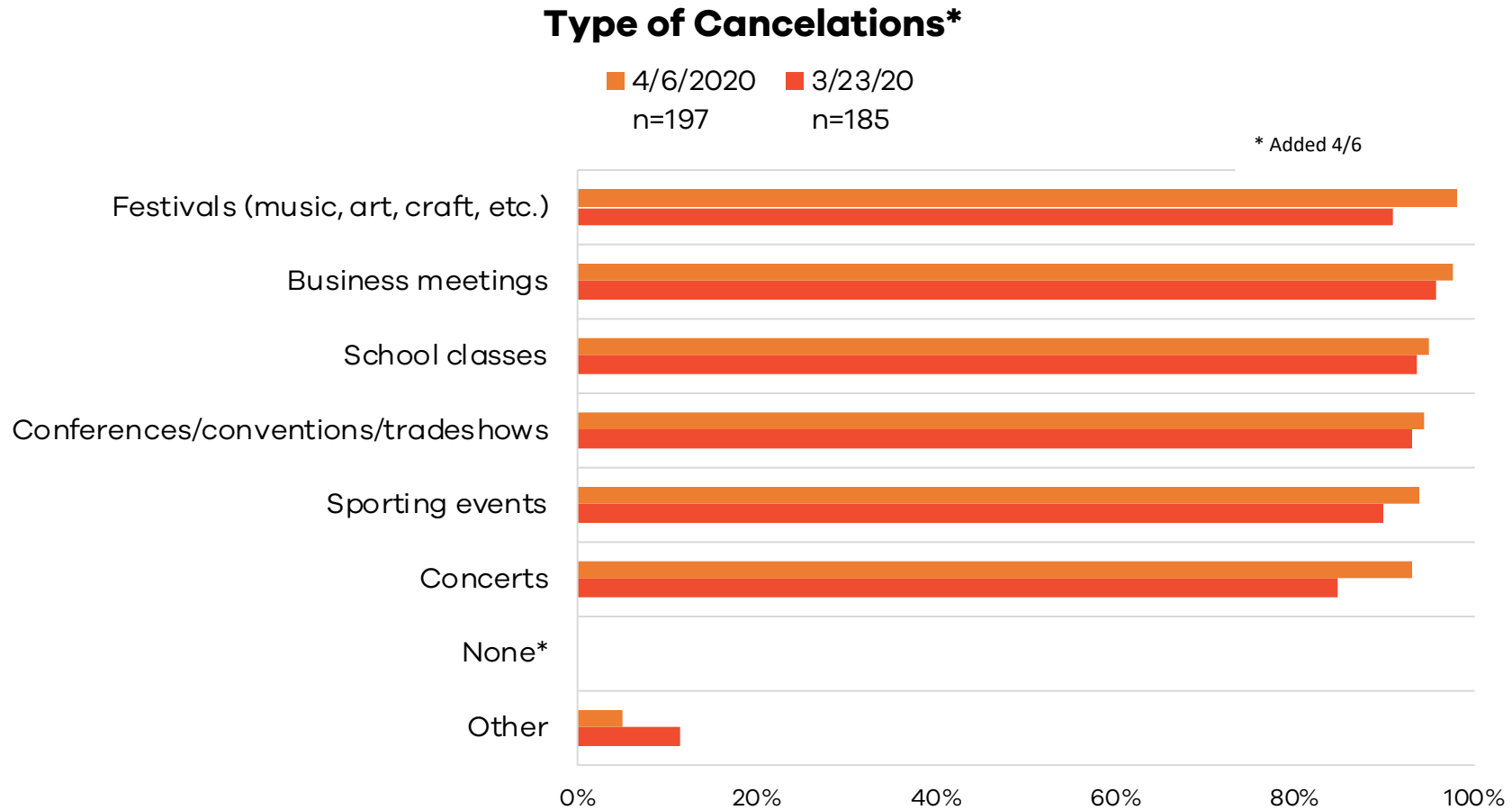
Number of Inquiries



Type of Inquiries

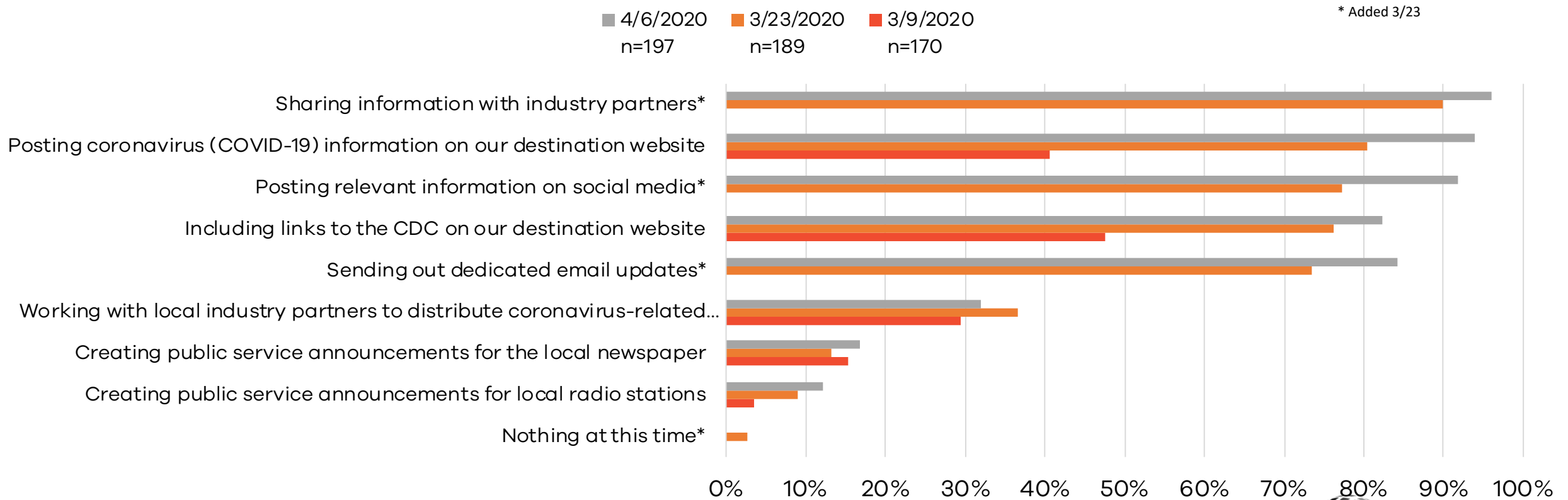


Events Canceled



Actions Taken As a Result of Coronavirus

Efforts to Reassure the Traveling Public

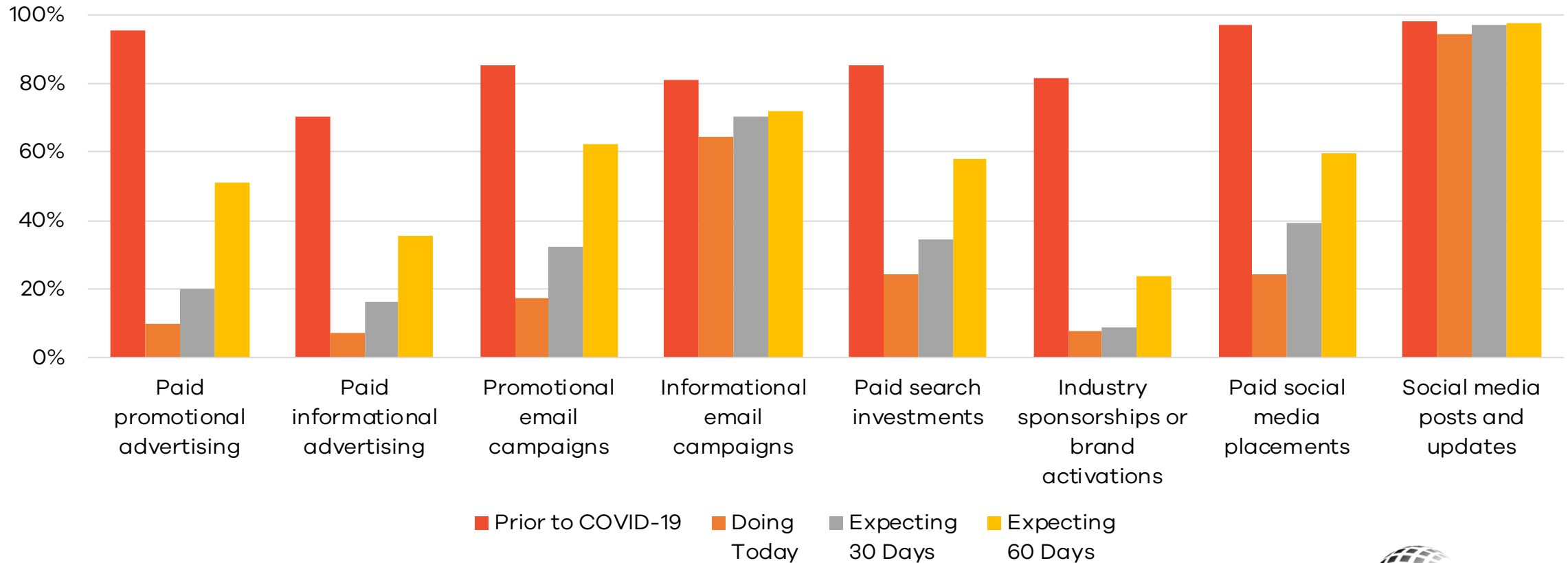


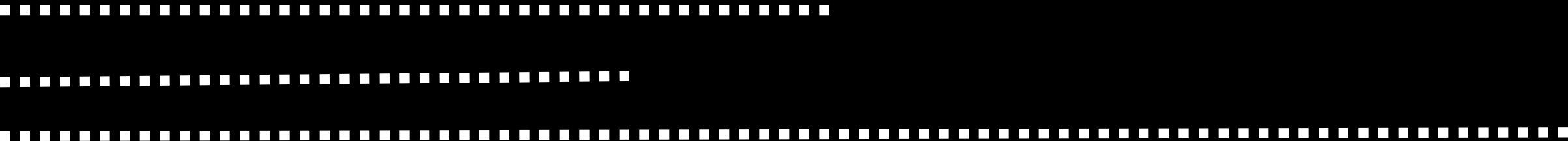
Alterations to Normal Organization Business



Marketing Engagement Activities and Expectations*

* Added 4/6

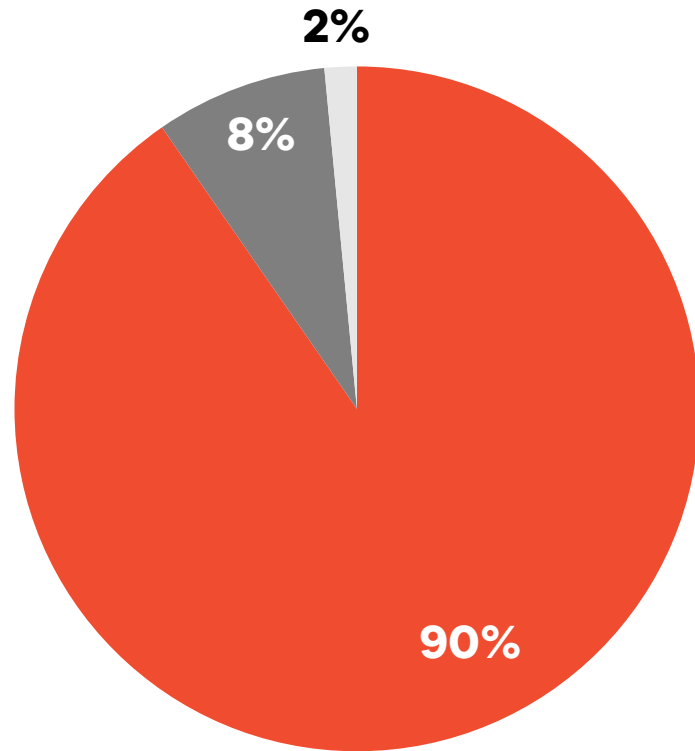




DMO Respondent Demographics

DMO Organization Type

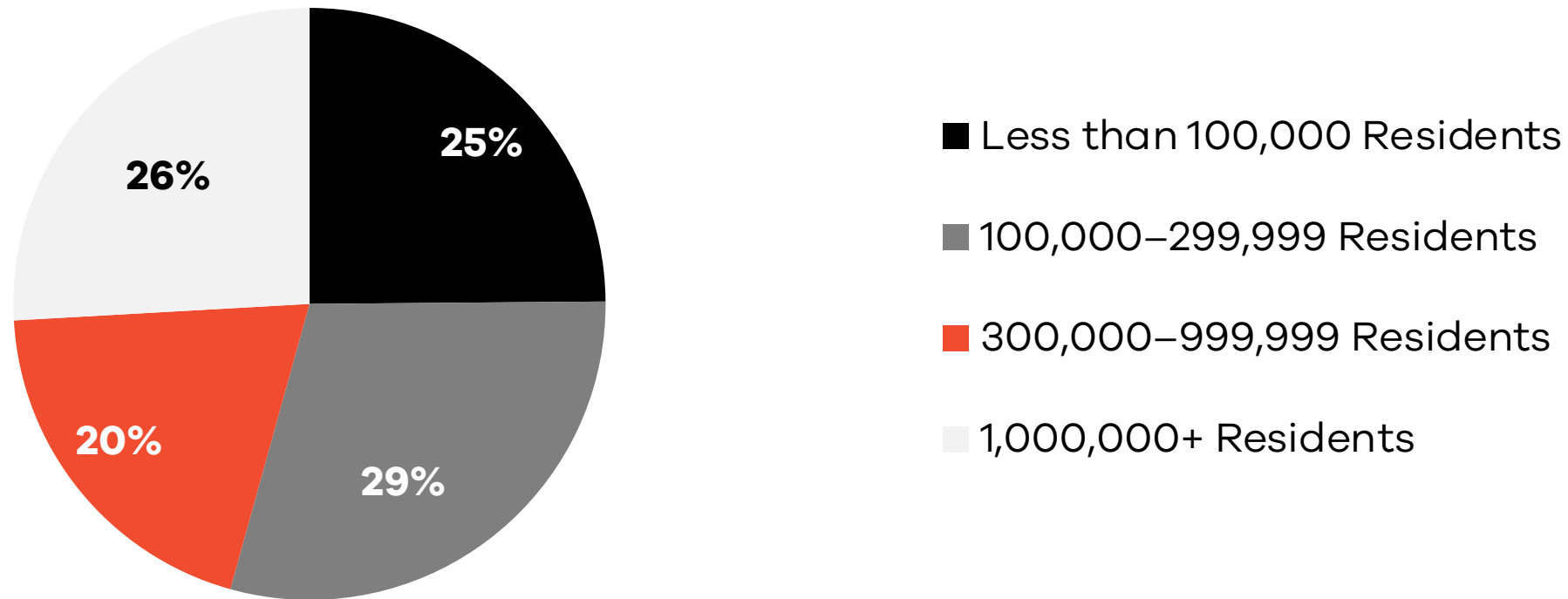
N=197



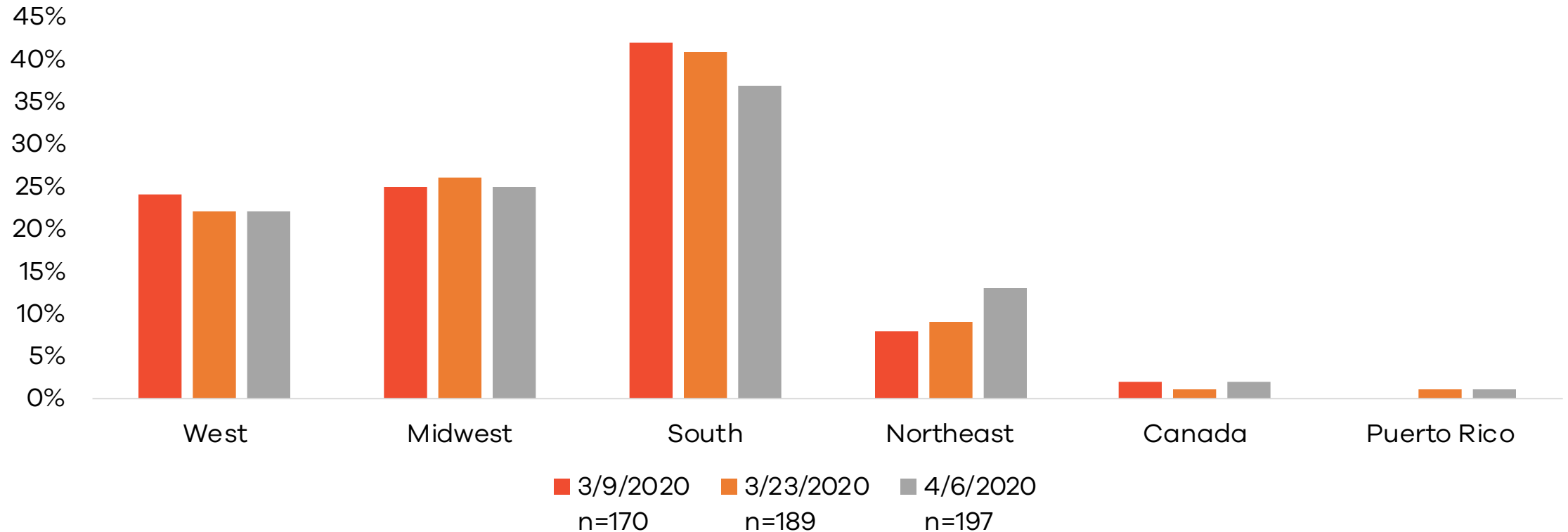
- City/regional tourism organization
- State tourism marketing organization
- Other type of tourism marketing organization
- Other

DMO Organization Population Representation

N=189



DMO Organization Location



**For more
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